

# County of Los Angeles CHIEF EXECUTIVE OFFICE

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"To Enrich Lives Through Effective And Caring Service"

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June 08, 2016

The Honorable Board of Supervisors County of Los Angeles 383 Kenneth Hahn Hall of Administration 500 West Temple Street Los Angeles, California 90012

**Dear Supervisors:** 

**ADOPTED** 

BOARD OF SUPERVISORS COUNTY OF LOS ANGELES

16 July 19, 2016

LORI GLASGOW EXECUTIVE OFFICER

# PROPOSITION 47 OUTREACH AND SERVICES CAMPAIGN (ALL DISTRICTS AFFECTED) (3 - VOTES)

## **SUBJECT**

Approve funding required to implement outreach and expand the County's capacity to research and process requests for legal relief to individuals who are potentially eligible under the Safe Neighborhoods and Schools Act, also known as Proposition 47 (Prop 47). The funding will also enable referrals to existing County mental health, substance use disorder, medical, housing and social services, and employment resources. County resources will be leveraged with partner community-based organizations and businesses to provide these services with the objective of reducing recidivism and developing productive Los Angeles County residents. The outreach and services campaign is targeted to begin July 1, 2016 and conclude October 31, 2017, to coincide with the current Prop 47 deadline to file for legal relief.

### IT IS RECOMMENDED THAT THE BOARD:

- 1. Approve the \$6.6 million fiscal implementation plan (Attachment I) for Prop 47's 16-month outreach and services campaign (Attachment II), as follows:
- a. Approve the \$3.66 million FY 2016-17 operational plan, including approximately \$2.3 million for Public Defender and District Attorney staffing and \$1.4 million for 12 months of outreach. The appropriation for the aforementioned costs will be allocated to the Public Defender, District Attorney, and other County departments as part of the FY 2016-17 Final Changes Budget.
- b. Approve the \$2.96 million FY 2017-18 operational plan, including approximately \$2.6 million for Public Defender and District Attorney staffing and \$400,000 for four months of outreach. The

appropriation for the aforementioned costs will be allocated to the Public Defender, District Attorney, and other County departments as part of the FY 2017-18 Recommended Budget.

# PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

On December 1, 2015, the Board directed the Public Defender, Chief Executive Office (CEO), and the Office of Diversion and Re-Entry (ODR) to establish several taskforces to develop strategies to identify, contact, and provide legal relief, rehabilitative and support services, and employment opportunities to individuals eligible for Prop 47 legal relief. The Department of Community and Senior Services (CSS) has also taken a leading role in the development of these strategies. The Taskforces include other County departments, community-based organizations, advocates, and interested public and private agencies.

An analysis of the Prop 47 database estimates 500,000 individuals as potentially eligible for Prop 47 legal relief. In order to notify this population of their potential eligibility, an outreach and services campaign strategy has been developed that will begin July 1, 2016 and conclude October 31, 2017, to coincide with the current Prop 47 deadline to file for legal relief.

In light of the potential additional volume of requests for Prop 47 assistance and its impact on the capacity of the legal departments and service providers, the outreach schedule will be phased-in over the 16-month period. The outreach strategy will begin with the Public Defender directly mailing letters to potentially eligible individuals. County departments, community-based organizations, advocates, and interested public and private agencies will also receive posters and flyers to advertise the opportunity for Prop 47 legal relief and services. We are targeting a minimum 10% response rate. If this threshold is not met at specific milestones, then the Department of Public Social Services (DPSS) will insert Prop 47 flyers into their regular correspondence to clients and advertisements will be placed on public transportation routes.

The Public Defender and District Attorney have absorbed the workload generated by Prop 47 within their existing resources. The targeted mailers and mass marketing campaign are anticipated to increase the Prop 47 workload and generate collateral work from individuals who may not be eligible for Prop 47 but are eligible for some other form of legal relief, such as expungement. The Public Defender and District Attorney will each be allocated 5.0 monthly temporary paralegal positions to immediately increase their capacity to research and process requests for Prop 47 legal relief. The departments will be required to establish procedures to track the number of Prop 47 cases and corresponding work hours. Subject to the documented workload generated by the outreach and services campaign, up to 6.0 additional monthly temporary paralegals may be allocated to each department.

211 LA County will serve as the Prop 47 call center with responsibility for making referrals to mental health treatment, substance use disorder treatment, health services, housing and social services, employment training, and job opportunities. Existing County resources will be leveraged with partner community-based organizations and businesses to provide these services.

County departments involved with the Prop 47 outreach and services campaign will implement tracking and reporting protocols to monitor the response rate, the number and type of referrals, etc. This information will be used for staffing purposes and to analyze the efficacy of the Prop 47 outreach and services campaign in providing services and its impact on recidivism.

# <u>Implementation of Strategic Plan Goals</u>

Approval of the recommendations will support County Strategic Plan Goal 3: Integrated Services Delivery: Maximize opportunities to measurably improve client and community outcomes and leverage resources through the continuous integration of health, community, and public safety services.

# **FISCAL IMPACT/FINANCING**

The \$6.6 million outreach and services campaign will encompass 16 months, beginning July 1, 2016 and conclude October 31, 2017, to coincide with the current Prop 47 legal relief filing deadline.

The FY 2016-17 Final Budget phase will include funding in the amount of \$3.66 million comprised of approximately \$3.2 million from PFU and \$457,000 from the ODR existing budget.

The FY 2017-18 Recommended Budget Phase will include funding in the amount of \$2.96 million comprised of approximately \$2.9 million from PFU and \$76,000 from the ODR existing budget.

The Public Defender and District Attorney will be immediately allocated 5.0 monthly temporary paralegals. Contingent on at least two months of workload data, each department may hire an additional 6.0 monthly temporary paralegals, for a total of 11.0 paralegals assigned to each department for this effort. Although the outreach campaign will only be funded for four months during FY 2017-18 (to coincide with the Prop 47 filing deadline), the aforementioned positions will be funded through the end of the fiscal year to allow the departments to continue processing Prop 47 cases. At that point, our Office will evaluate the Prop 47 workload to determine whether or not ongoing funding of these positions is warranted.

The Alternate Public Defender and other County departments will utilize existing resources to provide services to the Prop 47 population; however, they may subsequently submit budget requests should the outreach and services campaign require them to increase their service capacity. As previously noted, County departments impacted by the Prop 47 outreach and services campaign will be required to implement workload tracking procedures. Any such budget requests will coincide with the County's normal budget procedures and timeframe.

County departments have also engaged DPSS to potentially hire clerical staff through the CalWORKs Transitional Subsidized Employment (TSE) Program. TSE is funded through DPSS with no additional cost to the participating County departments. TSE provides County departments the ability to hire needed temporary staff for up to 10 months while CalWORKs participants have the opportunity to develop or enhance skills which could increase their chances of attaining unsubsidized permanent employment.

# FACTS AND PROVISIONS/LEGAL REQUIREMENTS

On November 4, 2014, Prop 47 was approved by voters to reduce certain drug and property crime convictions from a felony to a misdemeanor. Eligible individuals have a three-year window to file a petition (individual is currently serving the sentence) or application (individual has completed the sentence) for legal relief; the deadline to file is November 5, 2017.

On February 27, 2015, the CEO issued a memo to the Board, "Preliminary Assessment of Proposition 47 Implementation, Reclassification of Certain Felonies to Misdemeanors."

On March 24, 2016, the CEO issued a status report on the implementation of Proposition 47 Taskforces. This Board Letter and the outreach and services campaign reflect the proposed operationalization of the efforts of the Prop 47 Taskforces.

The Prop 47 Taskforces will continue to meet and develop strategies to assist eligible clients to receive legal relief, community-based support services, and employment opportunities. The Taskforces are comprised of the CEO, Public Defender, ODR (Health Services, Mental Health, and Public Health), CSS, District Attorney, Alternate Public Defender, DPSS, Department of Children and Family Services, County Counsel, Probation, and several other departments. The Taskforces also include community based organizations, advocates, members of the public, and the business community.

On April 5, 2016, Auditor-Controller issued the "Proposition 47 – Analysis of Cost Savings and Service Improvements" Board memo. Our Office will be working with the Auditor-Controller and County departments to develop Prop 47 protocols to track workload, including staffing, work hours, and the number of clients/cases.

Prop 47 positions will be subject to review and allocation by the Chief Executive Office's Classification Division.

County Counsel has, and will continue to be, consulted on matters of inter-departmental collaboration to ensure Prop 47 operations and reporting adhere to confidentiality and privacy requirements.

# **CONTRACTING PROCESS**

211 LA County has an existing contract with the County. A forthcoming Board Letter from the CEO Service Integration Branch will include the addition of Prop 47 services.

Prop 47 service referrals will be sent to current providers under contract with the respective County departments who will utilize existing resources.

# **IMPACT ON CURRENT SERVICES (OR PROJECTS)**

As of April 25, 2016, the Public Defender and Alternate Public Defender have received over 54,000 requests for Prop 47 legal relief which, after researching each case, has led to the filing of over 31,000 petitions and applications. In addition, outside attorneys and individuals are filing Prop 47 petitions and applications for legal relief. The District Attorney is then responsible for determining whether or not to contest each filing. The Prop 47 outreach and services campaign is anticipated to increase the workload for these legal departments and those County departments providing services in the community.

The potential response to the Prop 47 outreach and services campaign is unknown. Unlike typical County community awareness campaigns, such as health and social services, there is no experience with such a massive outreach campaign offering legal relief. We will be closely monitoring the caseload for the legal departments and the service capacity of service providers to avoid overwhelming our system.

The long-term objective of the Prop 47 outreach and services campaign is to provide the necessary

community-based support services to individuals to stabilize their lives, provide opportunities for employment, and ultimately become productive members of society. Even an incremental step toward this objective will translate into fewer individuals entering the criminal justice system, filling the emergency rooms, and reliance on public social services.

## CONCLUSION

Our Office will provide the Board with quarterly Prop 47 reports containing updates on the Prop 47 Taskforces and statistics for the outreach and services campaign. We anticipate the first few months will test our service capacity and we will closely monitor and adjust the outreach and services campaign accordingly.

Respectfully submitted,

Suchi a. Hamai

SACHI A. HAMAI

Chief Executive Officer

SAH:JJ:SK: SW:DT:cg

**Enclosures** 

C: Executive Office, Board of Supervisors
County Counsel
District Attorney
Alternate Public Defender
Auditor-Controller
Children and Family Services
Community and Senior Services
Information Systems Advisory Body
Office of Diversion and Re-entry
Probation
Public Defender
Public Social Services
211 LA County

# PROP 47: OUTREACH AND SERVICES CAMPAIGN - CEO RECOMMENDATIONS

		DEPARTMEN	MENT PROPOSAI					CEO REC	CEO RECOMMENDATION	z		
		FY15-16	FY16-17	FY17-18	TOTAL		ш	FY16-17	FY17-18	TOTAL	0 -	Ongoing Cost**
STAFFING												
DISTRICT ATTORNEY STAFFING	No. Staff (Permanent Items)	nanent Items)				No. Months:		12	12			
Paralegal (Phase 1: 7/1/16)*	11.00 \$	11.00 \$ 103,000 \$	1,265,000 \$	,265,000 \$ 1,289,000   \$	2,657,000	2.00	8	\$ 000,525	\$ 000'985	586,000 \$ 1,161,000	s	586,000
Paralegal (Phase 2: 9/1/16)*	€9	<del>⇔</del>	<b>⇔</b>	<del>\$</del>		00.9	s	\$ 000,02	203,000	1,273,000	↔	703,000
TOTAL STAFFING	11.00 \$	103,000 \$	1,265,000 \$	,265,000 \$ 1,289,000 \$	2,657,000	11.00	\$	1,145,000 \$	1,145,000 \$ 1,289,000 \$ 2,434,000	2,434,000	\$	1,289,000
PUBLIC DEFENDER STAFFING	No. Staff (Permanent Items)	nanent Items)				No. Staff						
Paralegal (Phase 1: 7/1/16)*	12.00 \$	113,000 \$	1,380,000 \$	1,406,000 \$	2,899,000	2.00	8	\$ 000,525	\$ 000'985	1,161,000	s	586,000
Paralegal (Phase 2: 9/1/16)*	€9	<b>⇔</b>	٠	<del>69</del>	•	00.9	s	\$ 000,025	\$ 000,607	1,273,000	↔	703,000
Intermediate Typist Clerk	12.00 \$	\$ 000,07	\$ 000,758	873,000 \$	1,800,000				4	•	↔	
Public Information Officer I	1.00 \$	11,000 \$	136,000 \$	139,000 \$	286,000				49		↔	
Public Information Assistant	1.00 \$	8,000 \$	\$ 000'66	101,000 \$	208,000				\$	•	↔	
Sr. IT Tech Support Analyst	1.00 \$	12,000 \$	145,000 \$	148,000 \$	305,000				49		↔	
Warehouse Worker I	1.00 \$	\$ 000'9	78,000 \$	\$0,000	164,000				\$	-	\$	•
TOTAL STAFFING	28.00 \$	\$ 000'022	2,695,000 \$	2,695,000 \$ 2,747,000 \$	5,662,000	11.00	\$	1,145,000 \$	11.00 \$ 1,145,000 \$ 1,289,000 \$ 2,434,000 \$ 1,289,000	2,434,000	\$	1,289,000
* Decisions are measured to the state of the	Later against the second second second	secondary bear bearings.	and have Down 47 at another	Second Incompliance								

\* Positions are monthly temporary "O" items. Phase 2 positions are contingent on documented workload need generated by Prop 47 at each court location. \*\* Ongoing cost realized only if positions are converted to permanent items.

DATA SYSTEMS Prop 47 Database	₩	<del>⇔</del>	<del>'</del>		· \$	↔	8	35,000	7	
Geographic Information System Enhancement	₩	- \$	\$ -	-	-	₩	25,000	3,	\$ 25,000	
TOTAL STAFFING	\$	\$	-	1	- \$	\$	250,000 \$	35,000 \$	\$ 285,000	\$
211 LA COUNTY	No. Months:	-	12	4	17	No. Months:	12	4	16	
Maximum Annual Calls		49,000	593,000	148,000	790,000		37,200	12,400	49,600	
Calls per month		49,000	49,417	37,000			3,100	3,100		
Call Handling	€	\$ 000'989		11,267,000 \$ 2,812,000	\$ 14,765,000	↔	521,000 \$	174,000	\$ 695,000	
Web Portal	€	\$ 005,78	71,000 \$	\$ 71,000	\$ 229,500	\$	131,000 \$	24,000	\$ 155,000	
Care Coordination	€	25,000 \$	300,000	\$ 100,000	\$ 425,000	425,000 (one dedicated staffer) \$	102,500 \$	25,000	\$ 127,500	
Outbound Dialing	€	2,500 \$	30,000	\$ 10,000	\$ 42,500	€9	<del>(γ)</del>	1	·	
TOTAL 211 COST***	\$	\$ 000,108	801,000 \$ 11,668,000 \$ 2,993,000 \$ 15,462,000	\$ 2,993,000	\$ 15,462,000	\$	754,500 \$	223,000	\$ 977,500	s
*** The annual total 211 contract cost is limited by the existing contract. Commencing July 1, 2016, CEO will be negotiating a new sole source contract with 211. In addition, OD&R will fund \$533,000 of the total cost that will cover startup and 1,000 calls/month	contract. Commencing July 1,	2016, CEO will be nego	otiating a new sole source	e contract with 211. In	addition, OD&R will fund	1 \$533,000 of the total cost that	will cover startup and 1,(	000 calls/month.		
DIRECT MAILERS	No. Months:	-	12	က	16	No. Months:	12	က	15	
Potimotod Moil Volumo	- N - N - N - N - N - N - N - N - N - N	0000	000 003	740 000	000	+OFINE CON +CE	000	000	000	

<sup>75,000</sup> 10,000 206,000 31,000 1,000 413,000 500,000 15,000 2,000 41,000 6,000 200 18,000 82,200 100,000 72,000 **\$** 165,000 25,000 800 8,000 000'09 400,000 Est. No. CLIENTS†: 326,200 48,700 1,600 142,100 **653,100** 118,600 15,900 790,000 122,300 \$ 22,200 3,000 61,100 9,100 300 26,600 148,000 490,300 \$ 89,000 11,900 244,900 36,600 1,200 106,700 593,000 7,400 \$
1,000 \$
20,200 \$
3,000 \$
100 \$ 8,800 \$ 49,000 \$0.1800 \$ \$0.1500 \$0.0200 \$0.4130 \$0.0617 Est. No. CASES: Est. Unit Cost (Prop 47 Database Population less Filings as of 2/15/16) Estimated Mail Volume Mailing Service (TTC) ISD IBM operations People Search ISD printing Envelope Postage

<sup>+</sup> FY15-16 mailing include individual who have received legal relief and are now being notified of availaibilty of other Prop 47 services. 40,500 \$ \$0.8267 \$ TOTAL MAILER COST

# PROP 47: OUTREACH AND SERVICES CAMPAIGN - CEO RECOMMENDATIONS

		DEPA	DEPARTMENT PROPOSAL	148				SEO BE	CEO RECOMMENDATION	2	
		i i		1						•	-
		FY15-16	FY16-17	FY17-18	TOTAL			FY16-17	FY17-18	TOTAL	Ongoing Cost**
COUNTY DEPARTMENT MAIL INSERTS‡	Est. Unit Cost (ISD Print)	rint)				No. Units	No. Months:	9	က	6	
DPSS (CalFresh population)	\$0.0637					250,000	₩	11,000	\$ 5,000	\$ 16,000	
TOTAL MAIL INSERT COST	_						₩	11,000	\$ 5,000	\$ 16,000	€
‡ This outreach effort will only be initiated if the direct mailer response is below 10%.	response is below 10%.										
MARKETING MATERIALS (one-time costs)	Unit Cost No. Units					Unit Cost	No. Units				
Posters	\$1 800	\$ 800	\$ 800	- +	\$ 1,600	\$1	\$ 009	200	· •	\$ 500	
Business Cards	\$0.01 1,025,000	10,300	\$ 10,300		0	\$0.01	200,000 \$	2,000		\$ 2,000	
Service County Business Card Stands	\$20 50	\$ 1,000	\$ 1,000	· •	\$ 2,000	\$20	100 \$	2,000	•	\$ 2,000	
Distribution Costs	'			•			₩				
TOTAL MARKETING MATERIALS		14,800	\$ 14,800	· •	\$ 29,600		€	4,500	· ·	\$ 4,500	٠ ج
PROP 47 EVENTS	Unit Cost No. Events:	2	24	80	34	Unit Cost	No. Events:	24	ω	32	
Event Rentals (Chair/table, canopy, set-up,etc)	\$250	\$ 500	\$ 6,000	\$ 2,000	\$ 8,500	\$125	₩	3,000	\$ 1,000	\$ 4,000	
Event Space	\$1,000	\$ 2,000	\$ 24,000	\$ 8,000	(r)	\$500	↔	12,000	4,000	\$ 16,000	
Event Marketing Materials	\$50	100	\$ 1,200	\$ 400	\$ 1,700	\$50	↔	1,200	400	\$ 1,600	
Client Giveaways	\$250		\$ 6,000	\$ 2,000	\$ 8,500		₩	•	· •	' &	
Refreshments	\$100	200					₩	-		-	
TOTAL EVENT COST		3,300	\$ 39,600	\$ 13,200	\$ 56,100		₩	16,200	\$ 5,400	\$ 21,600	• •
SOCIAL MEDIA	No. Months:	-	12	4	17		No. Months:	0	0	0	
Google		3,000	\$ 32,000	\$ 11,000	\$ 46,000		↔	•		' **	
Facebook		\$ 3,000	\$ 32,000	\$ 11,000	\$ 46,000		↔		- \$	- \$	
TOTAL SOCIAL MEDIA	4	000'9	\$ 64,000	\$ 22,000	\$ 92,000		€		· ·	٠ <del>ده</del>	ج
PUBLIC TRANSPORTATION ADVERTISING Unit Cost	G Unit Cost No. Months:	0	12	-	13	Unit Cost	No. Months:	0	2	2	
MTA Rail - Exterior	\$20,000	<del>⇔</del>	\$ 240,000	\$ 20,000	\$ 260,000		↔	ı	· •	·	
MTA Rail - Interior	\$6,255	, \$	\$ 75,000	\$ 6,000	\$ 81,000	\$6,255	↔	•	\$ 13,000	\$ 13,000	
MTA Bus - Exterior	\$106,250	٠ <del>د</del>	<del>-</del>	\$ 106,000	\$ 1,381,000		₩	•	· •	' \$	
MTA Bus - Rear	\$50,000	•	•	ų,	9		↔	•	•	' \$	
MTA Bus - Interior	\$5,625	•				\$5,625	↔	•	11,000	11,000	
LA DOT Bus - Exterior (King)	\$16,500		\$ 198,000		••		₩	•		ا چ	
LA DOT Bus - Exterior (Queen)	\$13,750			•	•		₩	•		' &	
LA DOT Bus - Rear	\$10,500		_	_	_		↔	•		ا چ	
LA DOT Bus - Interior	\$5,625	-	\$ 68,000			\$5,625	₩	-	11,000		
TOTAL SOCIAL MEDIA	4		\$ 2,815,000	\$ 236,000	\$ 3,051,000		₩	•	\$ 35,000	\$ 35,000	• <del>•</del>
‡ This outreach effort will only be initiated if the direct mailer response is below 10%	response is below 10%.										
TOTAL COST		\$ 1,188,600	\$ 19,051,700	\$ 7,422,500	\$ 27,662,800		\$	\$ 3,657,000	\$ 2,963,600	\$ 6,620,600	\$ 2,578,000
FUNDING SOURCES											
Prop 47 PFU							\$	3,200,000	2,887,600	\$ 6,087,600	\$ 2,578,000
Office of Diversion and Re-Entry							₩	457,000	\$ 76,000	\$ 533,000	· <del>У</del>
(							- -		)		

# Prop 47 PFU

**TOTAL FUNDING** Office of Diversion and Re-Entry

# BUDGET ALLOCATION BY DEPARTMENT District Attorney (Staffing)

Public Defender (Staffing, IT, outreach)
Community & Senior Services (211 services)

TOTAL BUDGET OD&R Existing Budget (211 services)

\$ 1,289,000 \$ 1,289,000

2,434,000 3,209,100 444,500 533,000 6,620,600

1,289,000 1,451,600 147,000 76,000 2,963,600

1,145,000 \$
1,757,500 \$
297,500 \$
457,000 \$
3,657,000 \$

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2,578,000

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6,087,600 533,000 6,620,600

2,963,600

3,657,000

## PROPOSITION 47: OUTREACH AND SERVICE CAMPAIGN STRATEGY

## Data Systems

The Public Defender, Information Systems Advisory Body (ISAB), and other County justice departments continue to refine the Prop 47 database. Ongoing analysis of the database estimates 500,000 individuals as potentially eligible for Prop 47 legal relief (eligible clients). The database will be further developed to incorporate tracking and reporting capabilities.

A Prop 47 GIS Workgroup has been established to map the geographic distribution of Prop 47 clients and service providers. This effort will enhance the existing County GIS efforts which are published online and available to the public to locate their nearest County service providers. This will be an ongoing Workgroup with the ambition of analyzing the service radius for each provider and geographic region in order to identify where additional resources are needed to fill-in service gaps. Exhibit I illustrates examples of the client and service maps that have already been generated.

# Outreach and Service Campaign Strategy

The Public Defender has a stated objective to contact each of the 500,000 eligible clients. To accommodate the potential response (above the existing workload being generated by Prop 47), a phased outreach campaign strategy has been developed to manage the call volume and service capacity over a 16-month duration, see Chart 1. Otherwise, the Public Defender, 211 LA County, and/or the service providers may become overwhelmed with an overly aggressive outreach campaign to 500,000 individuals.

**Phase 1:** Between July 1, 2016 through September 30, 2017, the Public Defender will mail approximately 31,000 letters each month to potential eligible clients. The Public Defender will utilize a commercial people locator service to identify their best last known address, Internal Services Department (ISD) will provide printing services, and the Treasurer and Tax Collector will process and mail the letters. Our Office concurs that direct mailers are the most effective means for contact and engagement.

The Public Defender's letter will notify eligible clients to directly contact a local office to assess the possibility of reducing their felony drug and/or property crime conviction to a misdemeanor. The letter will also direct them to contact 211 LA County if they are interested in mental health, substance use disorder, and medical services, housing and social services, and employment training and job opportunities.

The Public Defender will also participate in at least two community legal aid events each month with community-based and advocacy groups. The Public Defender has taken lead to coordinate County department's participation in Prop 47 events.

**Phase 2:** Commencing October 1, 2016, posters and other marketing material, designed by the CEO's Public Information Office and printed by ISD, will be distributed to County departments and community agencies to advertise Prop 47 and direct individuals to contact 211 LA County for more information. We anticipate this broader marketing campaign will increase the call volume.

Optional Phases (Triggered by Threshold Requirements): County departments and 211 LA County will develop tracking and reporting protocols to measure the ongoing success of the outreach and service campaign. Using the Prop 47 call volume to 211 LA County, we have a target of at least 3,100 calls each month, reflecting approximately 10% of the Public Defender's monthly direct mailers. The 10% response rate will determine whether additional outreach efforts are needed:

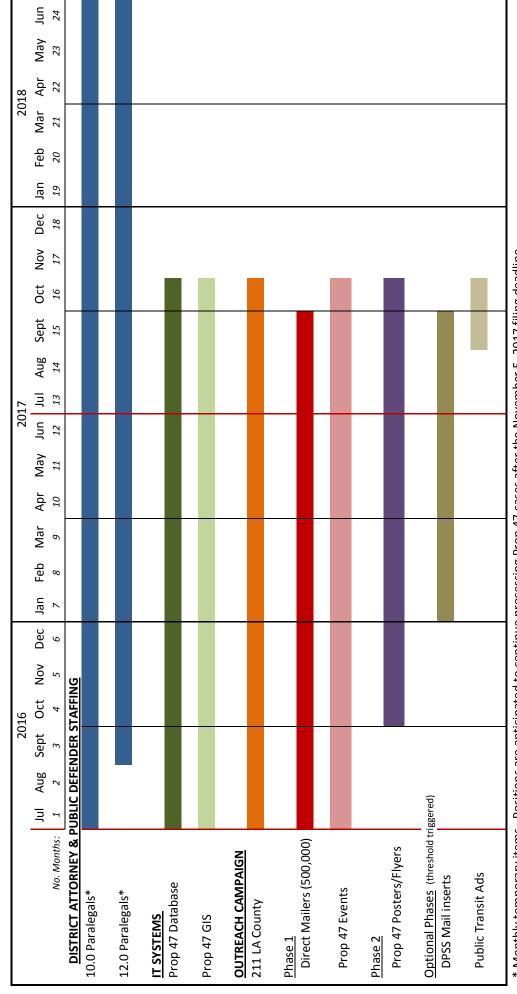
- If the response rate between June through December 2016 is below 10%, then DPSS will be requested to include an informational flyer in the regular correspondence to their CalFresh clients.
- If both mailing efforts do not produce a 10% response rate by May 2017, then a
  public transportation advertising campaign will be initiated in September 2017.
  The Prop 47 GIS project will facilitate identifying the bus and rail routes with the
  highest concentration of potential eligible clients and increase awareness within
  these communities.

# 211 LA County Call Center and Referral Services

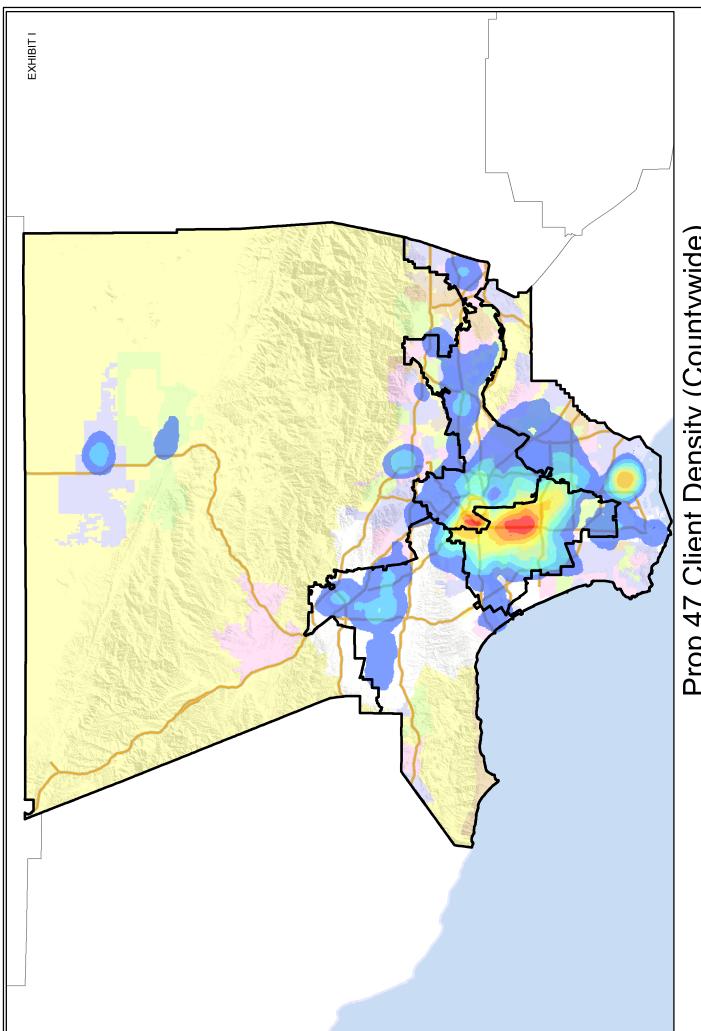
211 LA County has been requested to function as the Prop 47 call center because of the short timeframe before the legal relief filing deadline, the potential for a high call volume in response to the outreach efforts, and the need for service representatives experienced in providing referrals; otherwise, establishing a County call center would be time consuming and add logistical complexity and costs. 211 LA County and County departments are developing call center and referral protocols. Community-based organizations and advocates will also have an opportunity to include their resources in the referral database.

Callers will speak with a 211 representative who will engage them on their service needs and provide them with referrals. The personalized referral list will subsequently be texted or emailed to the caller so it is readily available. Should a caller be placed on hold, they will be given an option to leave their name and telephone number for a call back as soon as the next 211 representative is available. 211 LA County will only perform a high level assessment of service needs and will not discuss criminal, medical, or treatment histories which will be the responsibility of the respective service providers. Caller information and the corresponding referrals registered with 211 LA County will be downloaded to the Prop 47 database. County departments will also be notified of referrals to their service providers; whereupon, departments are to subsequently update 211 LA County's case management system of whether or not the referral resulted in actual contact. Note: Public Defender staff will inform callers who directly contact their offices to also call 211 LA County for other services that may be available.

**CHART 1: PROP 47 OUTREACH AND SERVICES CAMPAIGN ROLLOUT SCHEDULE** 

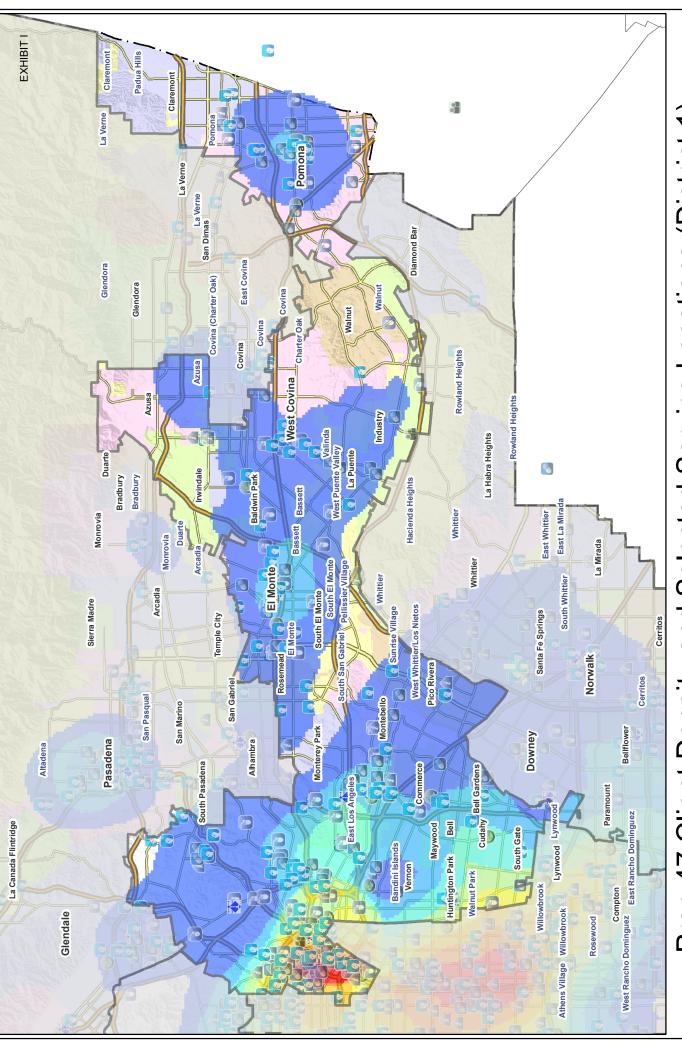


\* Monthly temporary items. Positions are anticipated to continue processing Prop 47 cases after the November 5, 2017 filing deadline.



Prop 47 Client Density (Countywide)

April 5, 2016
Data Sources:
Services: LA County Location Management System
Prop 47 Clients: LA County Sheriff, ISAB



# Prop 47 Client Density and Selected Service Locations (District 1)

Supervisorial District Boundaries 👣 Public Defender

Housing Assistance and Information

Job Training

Substance Abuse Programs

Mental Health Centers

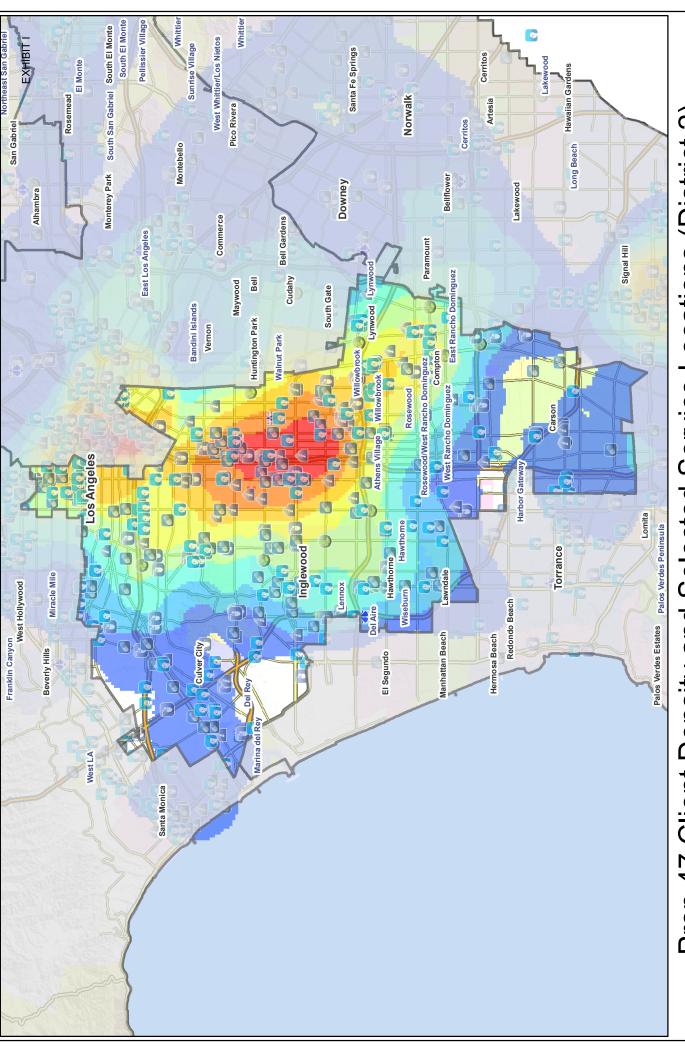
NEG Program WorkSource Centers

Unemployment Insurance Offices

Welfare Offices and Programs

Services: LA County Location Management System Prop 47 Clients: LA County Sheriff, ISAB Data Sources:

April 5, 2016



# Prop 47 Client Density and Selected Service Locations (District 2)

Supervisorial District Boundaries 🚯 Public Defender Mental Health Centers

Housing Assistance and Information

Job Training

Substance Abuse Programs

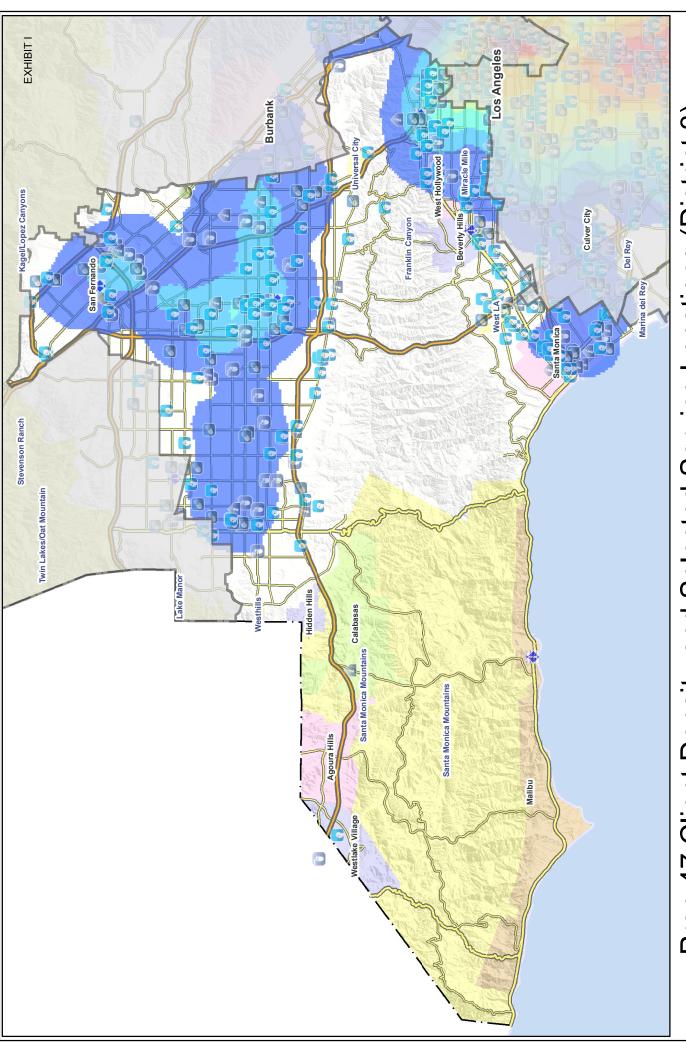
NEG Program WorkSource Centers

Unemployment Insurance Offices

Welfare Offices and Programs

Services: LA County Location Management System Prop 47 Clients: LA County Sheriff, ISAB Data Sources:

April 5, 2016



# Prop 47 Client Density and Selected Service Locations (District 3)

Supervisorial District Boundaries 🐺 Public Defender

Housing Assistance and Information

Job Training

Substance Abuse Programs Mental Health Centers

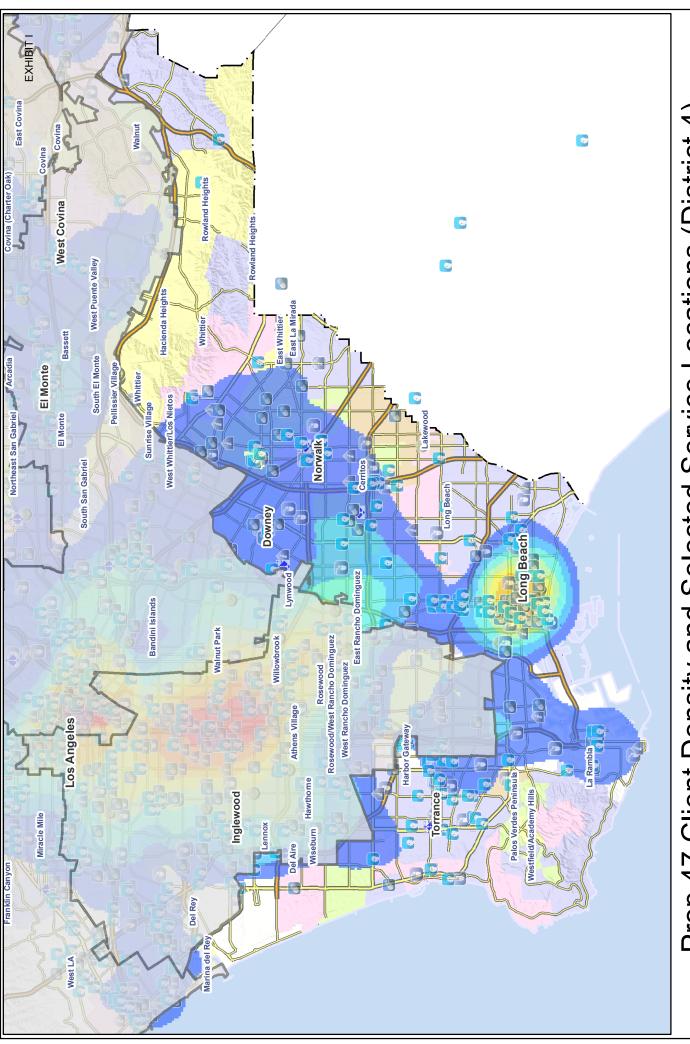
NEG Program WorkSource Centers

Unemployment Insurance Offices

Welfare Offices and Programs

Data Sources: Services: LA County Location Management System Prop 47 Clients: LA County Sheriff, ISAB

April 5, 2016



# Prop 47 Client Density and Selected Service Locations (District 4)

Supervisorial District Boundaries 🐺 Public Defender

Housing Assistance and Information

Job Training

Substance Abuse Programs

Mental Health Centers

NEG Program WorkSource Centers

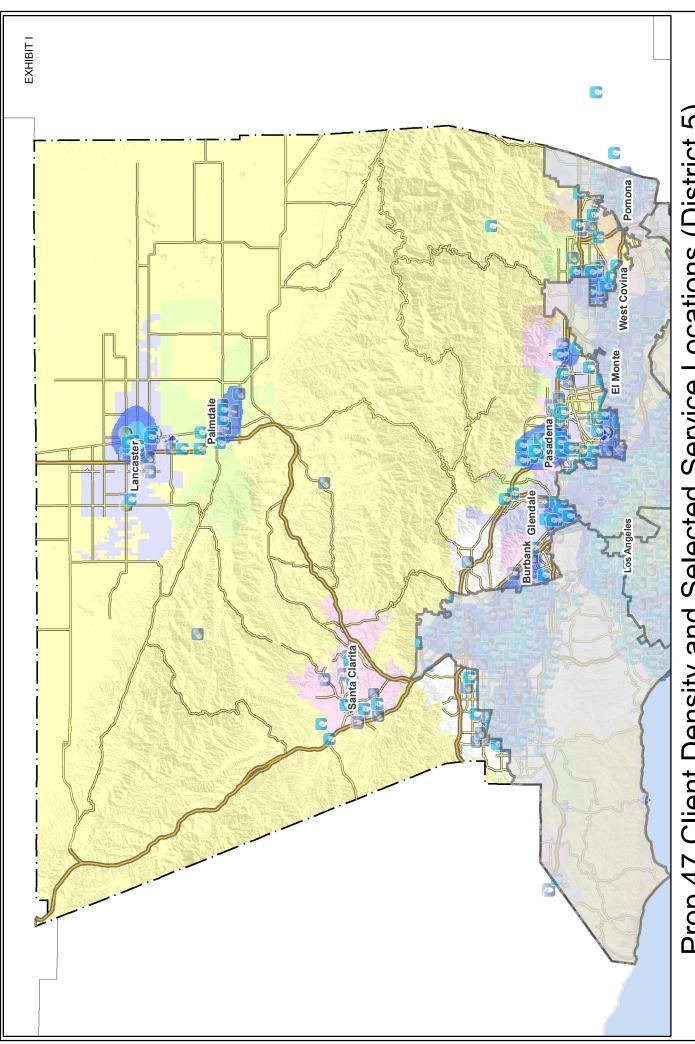
Unemployment Insurance Offices

Welfare Offices and Programs

Services: LA County Location Management System Prop 47 Clients: LA County Sheriff, ISAB

April 5, 2016

Data Sources:



# Prop 47 Client Density and Selected Service Locations (District 5)

Supervisorial District Boundaries Mental Health Centers

**Public Defender \*** 

Housing Assistance and Information

Job Training

Substance Abuse Programs

NEG Program WorkSource Centers

Unemployment Insurance Offices

Welfare Offices and Programs

April 5, 2016
Data Sources:
Services: LA County Location Management System
Prop 47 Clients: LA County Sheriff, ISAB